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Regional Advisory Council Agenda

Tuesday, December 15, 2020

9:00 AM

This meeting will take place via Microsoft Teams

[https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODA3YmUOMGEtMTcyNC00MTdiLTlhNzUtMDRINThiZDI2MmMw%40thread.v2/0?content=%7b%22id%22%3a%22f835d6fa-3299-47ef-90bf-7da39a100cca%22%2c%22oid%22%3a%2290ecdc1e-59cf-41a7-baaa-65b43a9fe87e%22%7d)

[join/19%3ameeting_ODA3YmUOMGEtMTcyNC00MTdiLTlhNzUtMDRINThiZDI2MmMw%40thread.v2/0?content=%7b%22id%22%3a%22f835d6fa-3299-47ef-90bf-7da39a100cca%22%2c%22oid%22%3a%2290ecdc1e-59cf-41a7-baaa-65b43a9fe87e%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODA3YmUOMGEtMTcyNC00MTdiLTlhNzUtMDRINThiZDI2MmMw%40thread.v2/0?content=%7b%22id%22%3a%22f835d6fa-3299-47ef-90bf-7da39a100cca%22%2c%22oid%22%3a%2290ecdc1e-59cf-41a7-baaa-65b43a9fe87e%22%7d)

Or call in (audio only) –

1-469-965-2358 Conference ID: 361 964 076#

If you would prefer to attend in person, seating will be limited to accommodate social distancing. Face coverings are required. VRT Board Room – 700 NE 2nd Street – Meridian, Idaho

I. CALLING OF THE ROLL

Chair Walter Steed

- Welcome and Customer/Constituent Experiences
- Member and Committee Reports and Updates – Reports/Liaisons with Other Groups

The website for the ACHD ADA Advisory Committee is:

<http://www.achdidaho.org/Departments/Committees/ADA.aspx>

II. AGENDA ADDITIONS/CHANGES -

III. PUBLIC COMMENTS (Comments will be limited to no more than three (3) minutes.)

IV. CONSENT AGENDA

Items on the Consent Agenda are Action Items and will be enacted by one motion. There will be no separate discussion on these items unless an Executive Board Member requests the item be removed from the Consent Agenda and placed under Action Items.

A. ACTION: Minutes of November 2, 2020 Joint Meeting of the Regional Advisory Council and VRT Executive Board ☐

Pages 4-5

The Regional Advisory Council will consider approving the minutes from the November 2, 2020 Joint Meeting of the Regional Advisory Council and VRT Executive Board.

V. ACTION ITEMS

A. ACTION: 2021 Title VI Update ☐

Pages 6-7

Alissa Taysom

Staff will review the 2021 Title VI update with the Regional Advisory Council. The RAC will consider recommending approval to the VRT Board of Directors. Due to the size, you can view the document here:

http://www.valleyregionaltransit.org/media/2377/titleviprogram2021_wattachments.pdf

VI. INFORMATION ITEMS

- A. INFORMATION: Building Accessible Capacity** ^Ø **Pages 8-9** **Leslie Pedrosa**
Staff will discuss the next steps to build accessible capacity following the completion of the Specialized Transportation Analysis with RAC members.
- B. INFORMATION: Mobility Collaboration Group Report** **Mary Beth Nutting**
Mary Beth will give background, activities and next steps from the RAC's Mobility Collaboration Group.
- C. INFORMATION: Bus Stop Updates** ^Ø **Pages 10-11** **Stephen Hunt**
Staff will provide an update on bus stop improvements made in FY2020.
- D. INFORMATION: Local Revenue Update** ^Ø **Pages 12-14** **Jill Reyes**
The RAC will have the opportunity to review the provided local allocation summary for requested funding from local jurisdictions and agencies for fiscal year 2021.
- E. INFORMATION: Canyon County On-Demand Transit Update** ^Ø **Pages 15-16** **Leslie Pedrosa**
The attached memo provides the RAC with an update on the On-demand transit in Canyon County.
- F. INFORMATION: October 2020 Service Change Update** ^Ø **Pages 17-18** **Leslie Pedrosa**
Staff will provide an update to the RAC following the service change that was implemented on October 5 for Ada County.
- G. INFORMATION: Amazon Service Update** ^Ø **Pages 19-20** **Stephen Hunt**
Staff will present update on service to the new Amazon fulfillment center in Nampa.

VII. DEPARTMENT/STAFF REPORTS

- A. INFORMATION: Department/Staff Reports** ^Ø **Pages 21-36**
The most current department/staff reports have been included in the packet for information.

VIII. ADJOURNMENT

Ø = Attachment

Agenda order is subject to change.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

January 19, 2021 (Meeting will be done virtually)

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

For questions or comments regarding this agenda, please contact Kelli Badesheim at (208) 258-2712 or email kbadesheim@valleyregionaltransit.org

Arrangements for auxiliary aids and services necessary for effective communication for qualified persons with disabilities or language assistance requests need to be made as soon as possible, but no later than three working days before the scheduled meeting. Please contact Mark Carnopis, Community Relations Manager at 258-2702 if an auxiliary aid is needed.

Joint Executive Board Meeting and Regional Advisory Council Minutes

Monday, November 2, 2020

11:00 AM

<https://global.gotomeeting.com/join/402707733>

1 (646) 749-3122 Access Code: 402-707-733

MEMBERS ATTENDING	MEMBERS ABSENT	OTHERS PRESENT
Lantz Brown – Boise State	Sandi Levi – City of Nampa	Kelli Badesheim-VRT
Luke Cavener – City of Meridian	Garret Nancolas, City of Caldwell	Bre Brush-City of Boise
Elaine Clegg – City of Boise		Mark Carnopis-VRT
Tom Dale – Canyon Cty. Comm.		Paula Cromie-VRT
John Evans – City of Garden City		Gregg Eisenberg-First Transit
Jim Hansen – ACHD		Dave Fotsch-VRT
Debbie Kling – City of Nampa		Karen Gallagher-City of Boise
David Lincoln – ACCHD		Tessa Gregor
Lauren McLean – City of Boise		Rachel Haukkala-COMPASS
		Ryan Head - ACHD
		Stephen Hunt – VRT
RAC MEMBERS ATTENDING		Jason Jedry-VRT
Deborah Allen		Kaite Justice – VRT
Susan Bradley		Dave Meredith-VRT
Lisa Brady		Leslie Pedrosa-VRT
Samantha Kenney		Ken Pidjeon-Citizen
Terri Lindenberg		Jill Reyes-VRT
Jeremy Maxand		Jason Russell-VRT
Mary Beth Nutting		Eric Selekof-VRT
Walter Steed		Alissa Taysom - VRT
		Corrie Washington-First Transit
		Kevin Womack-VRT

CALLING OF THE ROLL – Elaine Clegg called the meeting to order at 11:02 a.m. with a quorum present by phone and in person. Chair Tom Dale arrived late, then took over as chair.

AGENDA ADDITIONS/CHANGES – Dave Fotsch presented an update to the Bike Share program during the Department/Staff reports.

PUBLIC COMMENTS - None

CONSENT AGENDA

Items on the Consent Agenda consisted of the following:

- RAC ACTION: Minutes of the October 20, 2020 Meeting
- EXECUTIVE BOARD ACTION - Minutes of the October 5, 2020 Executive Board Meeting
- EXECUTIVE BOARD ACTION: Minutes of the September and October Regional Advisory Council Meeting

- **EXECUTIVE BOARD ACTION:** Specialized Transportation Service Provider Project Budgets
- **EXECUTIVE BOARD ACTION:** Ridership Reporting and Automatic Passenger Counters (APC) Update

Lauren McLean moved to approve the items in the Consent Agenda as presented, Jim Hanson seconded. The motion passed unanimously.

FINANCE COMMITTEE - None

EXECUTIVE BOARD ACTION: Public Transportation Agency Safety Plan

Dave Meredith presented information regarding the Public Transportation Agency Safety Plan. Following discussion, Elaine Clegg moved to approve Resolution VEB20-011 - Public Transportation Agency Safety Plan; Debbie Kling seconded. The motion passed unanimously.

INFORMATION ITEMS

JOINT INFORMATION: 2021 Title VI Update

Alissa Taysom reviewed the 2021 Title VI update with the Executive Board and Regional Advisory Council.

JOINT INFORMATION: Service Change FY2021

Alissa Taysom presented an update and reviewed the service change concepts for FY 2021.

JOINT INFORMATION: FY 2020 Public Comment Report

Mark Carnopis provided information regarding the FY2020 Public Comment Report, which primarily provides information about public input concerning Valley Regional Transit transportation operations.

JOINT INFORMATION - Transportation Development Plan

Jill Reyes provided an update on the draft of the 2021-2025 Transportation Development Plan.

JOINT INFORMATION: On-Demand Transit Update

Leslie Pedrosa presented an update for On-Demand Transit in Canyon County.

EXECUTIVE BOARD INFORMATION: Procurement Calendar

The most current Procurement Calendar was included in the packet for information.

JOINT INFORMATION: Department/Staff Reports

The most current department/staff reports were included in the packet for information. Dave Fotsch presented an update to the Bike Share program.

EXECUTIVE SESSION - None

ADJOURNMENT – Debbie Kling moved to adjourn the meeting at 11:54 a.m.; Elaine Clegg seconded. The meeting was adjourned.

NEXT VRT EXECUTIVE BOARD MEETING:

December 7, 2020

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642



TOPIC	Title VI Update
DATE	December 15, 2020
STAFF MEMEBER	Alissa Taysom

Summary

Title VI of the Civil Rights Act of 1964 prohibits discrimination in programs and activities receiving federal financial assistance on the basis of race, color, and national origin. As a program that receives federal funds, Valley Regional Transit, as the regional transportation authority of Ada and Canyon counties, reports on its efforts to provide a level of transit service that is fairly distributed to all of the authority populations to the extent possible every 3 years. The last report was completed in 2017.

The current Title VI draft can be found at the following web link: [VRT Title VI Update 2021](#)

Title VI:

The Title VI report consists of 9 sections and 11 attachments.

- Sections:
 - Annual Civil Rights (Title VI) Assurances
 - Title VI Complaint Procedures
 - Title VI Investigations, Complaints and Lawsuits
 - Public Participation
 - Language Assistance Program
 - Subrecipients
 - Service Standards
 - Distribution of Transit Amenities
 - Determination of Site Location of Facilities
- Attachments:
 - Signed Annual Title VI Assurances
 - Notice to the Public
 - Title VI Policy Statement
 - Discrimination Complaint Procedure
 - Title VI Complaint Form
 - Public Participation Plan
 - Limited English-speaking Persons
 - Downtown Boise Multimodal Center Environmental Assessment Section 4.12 – Environmental Justice
 - Subrecipient Assessment Tool
 - Subrecipient Assessment Monitoring and Oversight
 - Fixed-Route System Map
 - Capital Infrastructure Tracking Checklist

Staff Recommendation/Request

Action item: Recommendation to full Board for approval

Implication (policy and/or financial)

A current Title VI plan is a federal requirement.

Highlights

The primary updates to Title VI include:

- Demographics
- Refugee Resettlement Data
- Service Changes
- Fare Change Summer 2020 - Identify areas that need to be updated and begin updates

Schedule:

September 2020	Status report to RAC
October 2020	Information item to Full Board
November 2020	Information item to RAC and Executive Board
December 2020	Action item to RAC for recommendation for approval
January 2021	Final Title VI plan to full Board for approval

More Information

Attachments: See above

For detailed information contact: Alissa Taysom, Associate Planner, 208.258.2717,
ataysom@valleyregionaltransit.org



TOPIC	Building Accessible Capacity to Serve Accessible Rides
DATE	November 23, 2020
STAFF MEMEBER	Leslie Pedrosa

Summary

Valley Regional Transit Valley worked with a variety of partners and stakeholders to identify and address availability of accessible vehicles to meet the transportation needs of persons with disabilities. This resulted in the Specialized Transportation Analysis, which was accepted by the Board of Directors in April 2020, based off of the RAC recommendation. The analysis included findings and recommendations that VRT staff should consider for programs operated under Specialized Transportation.

Some of the findings and recommendations in the analysis are being addressed this fiscal year. Those findings include inconsistencies on costs per trip reimbursements, inadequate reimbursement tracking, inconsistency between providers, and delays in processing reimbursements for providers. Those recommendations include developing consistent processes and tools to assist providers in processing invoices and providing performance data, working with funding partners to make processing payments more consistent and creating a process for providers to invoices VRT accurately.

During the time the analysis was being conducted, VRT staff also began to find a solution to replace the local fixed-route service in Canyon County, to make it a sustainable service for the future. VRT staff and RAC members began discussing the possibility of using the same service solution to build accessible capacity with same day/on-demand rides, using existing transportation services in Ada and Canyon counties. The Canyon County on-demand service launched on October 5. It is in the very early stages of inception.

Now that the new service solution is in place in Canyon County, VRT staff will create a project team to determine if this service solution could help to build accessible capacity, decrease the cost per ride and build community engagement to continue to grow services currently operated under Specialized Transportation. The project team will include service providers and RAC members. RAC member's participation will be key when considering the needs of riders as the final solution is designed and moved forward in the process.

Staff Recommendation/Request

This is an information item only.

Implication (policy and/or financial)

The on-demand service solution could potentially effect current services provided in the region, which include: City of Boise taxi SCRIP program, VRT Late Night, Lyft Transit Connections, Rides to Wellness, as well as services currently provided by senior centers in Parma, Kuna, Meridian, Star and Eagle, Church of the Harvest in Meridian, Metro Community Services in Caldwell, and Supportive Housing and Innovative Partnerships in Boise.

Highlights

- Shared Vehicle Program review – completed in 2019
- Analysis of existing specialized transportation services – completed February 2020
- Research technology designed to coordinate rides – completed summer 2020
- Establish project team – January 2021
- Determine next steps to increase capacity, which will include operational feasibility and costs – spring/summer 2021
- Implement on-demand service solution – October 2021

More Information

For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, lpedrosa@valleyregionaltransit.org

TOPIC	FY 2020 Bus Stop Construction
DATE	November 24, 2020
STAFF MEMEBER	Stephen Hunt

Summary

Providing safe, comfortable facilities for people using public transportation is a priority for Valley Regional Transit. In fiscal year 2020 VRT substantially completed improvements at 32 different bus stops (23 in Boise, 5 in Meridian and 4 in Eagle). All improvements made the system more accessible to riders in wheelchairs or other mobility aids.

The Boise bus stops were selected after identifying where there were deficiencies that could be addressed within the existing right of way. Where possible, shelters and other amenities were added to high ridership stops. The stops in Eagle and Meridian were improved in advance of service expansion in those communities.

The improvements made at each bus stop is outlined below. Stops are organized by jurisdiction. Stop locations are identified by the following three letter codes indicating where the stop is relative to the intersection:

- NEC – North East Corner
- NWC – North West Corner
- SEC – South East Corner
- SWC – South West Corner

2020 Bus Stop Improvements

Jurisdiction	Bus Stop	Improvements
Boise	Gary and Bunch SEC	ADA landing pad, with shelter, bench, and trash can.
Boise	Warm Springs and Eckert SWC	Shelter added
Boise	Vista and Overland NWC	Shelter replaced from vehicle damage
Boise	Nez Perce and Latah NEC	Shelter added
Boise	River and Ash NWC	ADA landing pad and fill in planter strip
Boise	River and 13th SWC	ADA landing pad and fill in planter strip
Boise	River and 13th NEC	Shelter added - new retaining wall - sidewalk tie-in panels for ADA
Boise	Emerald and Raymond SEC	Shelter added - extra concrete at tie-ins with existing sidewalk
Boise	Curtis and Cassia SWC	5-foot ADA landing-sidewalk grade change tie-in
Boise	Curtis and Cassia SEC	5-foot ADA landing-sidewalk grade change tie-in
Boise	Vista and Elder NWC	Widen sidewalk and tie-in with pedestrian ramp at intersection
Boise	Emerald and Benjamin SWC	Pedestrian ramp, sidewalk tie-in, 5-foot ADA landing

Jurisdiction	Bus Stop	Improvements
Boise	Linden and Broadway NEC	Larger ADA issues tie-in business access pedestrian ramps and add bench and trash can per landowner request
Boise	Hill and Harrison NWC	Sign change only, sign interference with sidewalk
Boise	River and 15th NWC	Fill in planter strip, grade issues, ADA dome warnings
Boise	River and 15th SEC	10-foot landscape planter filled in, replaced sidewalk to tie-in
Boise	Linden and Broadway SEC	Fill in planter strip and tie-in sidewalk to ADA grades
Boise	Hill and Harrison SEC	Tie-in pedestrian ramps at condo access/parking lot, widen pad for ADA
Boise	Fairview and Milwaukee SEC	5-foot ADA landing-sidewalk grade change tie-in
Boise	Emerald and Liberty NWC	5-foot ADA landing-sidewalk grade change tie-in
Boise	Parkcenter and Apple SEC	Tie-in sidewalk, grade issues required retaining wall
Boise	Parkcenter and Apple NEC	Retaining wall and tie-in to pedestrian ramp at access to subdivision and crosswalk
Boise	Parkcenter and Law NEC	ADA landing pad and sidewalk/Greenbelt tie-ins
Eagle	State and Ballantyne SEC	ADA landing pad and fill in landscape strip at park and ride
Eagle	State and Ballantyne NEC	ADA landing pad and fill in landscape strip at park and ride
Eagle	State and Stierman NEC	ADA landing pad and tie-in to detached sidewalk and curb
Eagle	Riverside and Pacific SWC	Potential for shelter
Meridian	Wayfinder and Vanguard NWC	ADA landing pad and integrated bike lane at the new roundabout with room for a planned shelter
Meridian	Pine and 3rd NEC	Fill in parking bulb for ADA landing pad
Meridian	Pine and 3rd SWC	Fill in parking bulb for ADA landing pad with room for planned shelter
Meridian	Records and Village SWC	Fill in landscape strip for ADA landing pad
Meridian	Records and Village SEC	Fill in landscape strip for ADA landing pad with room for shelter, fix ADA grade

Staff Recommendation/Request

No action, this is an information item only.

More Information

For detailed information contact: Stephen Hunt, Development Director, 208-258-2701, shunt@valleyregionaltransit.org



TOPIC	Local Revenue Update
DATE	November 24, 2020
STAFF MEMEBER	Jill Reyes

Summary

The Valley Regional Transit Board of Directors adopted three principles to guide our investment strategies while we navigate through the economic uncertainty brought on by the COVID-19 pandemic. Two of the underlying tenants of those principles are to maintain the progress VRT was making in building the regional system, and ensuring we are building resiliency and sustainability toward financial and communication weaknesses we were addressing prior to the disruption.

VRT quickly secured \$20 million in Coronavirus Aid, Relief and Economic Security Act (CARES) funding to provide resources to address enhanced safety measures and address economic disruptions brought on by the pandemic. The CARES funding presents an opportunity to address the resiliency and sustainability needs of our region. Staff has been committed to working through the programming of these funds in a way that ensures we are being transparent, inclusive, and optimizing the local funding we receive from our funding partners.

We started with building our FY2021 budget using pre-pandemic revenue and expense assumptions. This provides us with a baseline for investing the dollars in ways that meet the board adopted principles in the priority order approved over the summer. Next, we have programmed the CARES funding in the Program of Projects to prioritize the funding to support current operations and resiliency projects recently approved by the board to ensure we are using the funding efficiently and effectively, and leveraging the local funding to the highest best use with input from our local jurisdiction funding partners.

Over the course of the last several weeks, VRT met with the funding jurisdictions to review the revised cooperative agreements, explain how we are addressing the CARES funding, and establish the next steps to inform the VRT Board's decision on the strategic direction investments over the next several months. The most important factor in our success to achieve resiliency and sustainability is to make sure those decisions are informed by the local governments priorities for their community.

Since the initial round of meetings, the local allocation methodology was run again with the inclusion of CARES funding for operations and resiliency projects. This data provided us with a foundation to begin the next round of discussions with local jurisdictions on the strategic priorities. The attached *FY21 Local Funding Summary* includes

- The funding requests of the adopted FY21 budget (Baseline)
- The funding amounts jurisdictions may have available to provide VRT (Provided)
- The difference between baseline and provided amounts (Variance)
- The amount the request was adjusted after running a new cost allocation (CARES Applied)
- The amount by jurisdiction of funding estimated to be available for re-programming.

These data will be updated as the next round of meetings are conducted. The output from those meetings will be concepts for strategic direction investments and percentages of investments within those categories to provide a sense of priority for each jurisdictions investments.

Staff Recommendation/Request

Attached is a summary of the local funds available for reprogramming by jurisdiction. The approach acknowledges there isn't a one-size fits all approach since each jurisdiction is

experiencing their own unique economic issues. VRT will consider ways to address the administration, maintenance and capital funding imbalances over the next few years, within the context of the unique issues of our funding partners.

Implication (policy and/or financial)

The approach VRT staff are taking on the development of a funding program for the next few years ensures transparency, inclusion, and a pathway to establish a firm foundation for VRT to recover and continue to grow effective transit services in our region. The concepts developed for the board's consideration can address many of the financial and organizational weaknesses VRT was already working to address. These include:

- Ensuring all funding partners are paying their fair share of administrative, maintenance and capital/equipment costs;
- Decisions about investments are made with the interest of building institutional capacity (financial, technical, and operational) to support an effective regional transit network; and
- The longer-term strategic investments are informed by the value each jurisdiction is seeking for their community.

Highlights

- CARES funding grants executed – April 2020
- Resiliency Action Plan Guiding Principles accepted by Executive Board – June 2020
- VRT Board adopted FY2021 Budget – August 2020
- First round outreach to jurisdictions funding services – October and November 2020
- Completed updated local cost allocation methodology with CARES funding – November 2020
- Second round outreach to local jurisdictions – November and December 2020
- Staff to present Strategic Direction concepts for VRT Board's consideration – January 2021

More Information

Attachments: FY21 Local Funding Summary

For detailed information contact: Jill Reyes, Programming Planner, 208.258.2707, jreyes@valleyregionaltransit.org.

Valley Regional Transit Local Jurisdiction Funding Summary FY2021

ITEM VI-D

FY2021 Local Contributions	Baseline Requested	Provided	Variance	CARES Applied	Revised Request	Available for Reprogramming
Local Revenue Sources	Totals	Total		Total	Total	Total
Ada County	\$ 168,607	\$ 58,697	\$ (109,910)	\$ 123,593	\$ 45,013	\$ 13,684
ACHD	\$ 5,222	\$ 5,222	\$ 0	\$ 2,521	\$ 2,700	\$ 2,522
Boise State University	\$ 117,448	\$ 100,136	\$ (17,312)	\$ 114,747	\$ 2,700	\$ 97,436
College of Western Idaho	\$ 151,532	\$ 140,000	\$ (11,532)	\$ 148,832	\$ 2,700	\$ 137,300
CCDC	\$ 129,137	\$ 129,220	\$ 83	\$ 2,521	\$ 126,615	\$ 2,605
City of Boise	\$ 8,168,843	\$ 8,068,844	\$ (100,000)	\$ 6,231,923	\$ 1,936,921	\$ 6,131,923
City of Eagle	\$ 125,443	\$ 72,708	\$ (52,735)	\$ 94,534	\$ 30,909	\$ 41,799
City of Kuna	\$ 20,333	\$ 9,819	\$ (10,514)	\$ 13,955	\$ 6,378	\$ 3,441
City of Meridian	\$ 493,972	\$ 442,706	\$ (51,266)	\$ 277,145	\$ 216,827	\$ 225,879
City of Star	\$ 5,937	\$ 5,937	\$ -	\$ 2,867	\$ 3,070	\$ 2,867
City of Garden City	\$ 176,838	\$ 5,494	\$ (171,344)	\$ 140,011	\$ 36,828	\$ (31,334)
Meridian Development Corp	\$ 5,222	\$ 5,222	\$ 0	\$ 2,521	\$ 2,700	\$ 2,522
TOTAL ADA COUNTY	\$ 9,568,534	\$ 9,044,005	\$ (524,529)	\$ 7,155,170	\$ 2,413,364	\$ 6,630,641
Canyon County	\$ 74,369	\$ 39,299	\$ (35,070)	\$ 50,722	\$ 23,647	\$ 15,652
Canyon County Highway District	\$ 1,500	\$ 994	\$ (506)	\$ 724	\$ 776	\$ 218
City of Caldwell	\$ 214,827	\$ 192,133	\$ (22,694)	\$ 159,608	\$ 55,219	\$ 136,914
City of Greenleaf	\$ 470	\$ 384	\$ (86)	\$ 227	\$ 243	\$ 141
City of Melba	\$ 319	\$ 260	\$ (59)	\$ 154	\$ 165	\$ 95
City of Middleton	\$ 5,246	\$ 4,312	\$ (934)	\$ 2,533	\$ 2,713	\$ 1,599
City of Nampa	\$ 438,989	\$ 378,139	\$ (60,850)	\$ 329,236	\$ 109,753	\$ 268,386
City of Notus	\$ 308	\$ 251	\$ (57)	\$ 149	\$ 159	\$ 92
City of Parma	\$ 1,161	\$ 952	\$ (209)	\$ 561	\$ 601	\$ 352
City of Wilder	\$ 951	\$ 798	\$ (153)	\$ 459	\$ 492	\$ 306
Golden Gate Highway District #3	\$ 1,061	\$ 693	\$ (368)	\$ 512	\$ 549	\$ 144
Nampa Highway District #1	\$ 1,731	\$ 1,131	\$ (600)	\$ 836	\$ 895	\$ 235
Notus/Parma Highway District	\$ 930	\$ 608	\$ (322)	\$ 449	\$ 481	\$ 127
TOTAL CANYON COUNTY	\$ 741,861	\$ 619,954	\$ (121,907)	\$ 546,169	\$ 195,692	\$ 424,261
TOTAL JURISDICTION REVENUE	\$ 10,310,395	\$ 9,663,958	\$ (646,437)	\$ 7,701,339	\$ 2,609,056	\$ 7,054,902



TOPIC	Canyon County On-Demand Transit Update
DATE	November 24, 2020
STAFF MEMEBER	Leslie Pedrosa

Summary

Revenue and ridership in Canyon County have not kept up with cost or performance expectations. Attempts to adjust service levels and routes within those resources continue to lead to low quality services and continuing poor system performance. Accordingly VRT staff evaluated Canyon County local services to determine how those services could be redesigned to be more productive within the limited resources currently available.

VRT researched and evaluated innovative approaches to transit and determined an on-demand transit system has a high probability of achieving the desired results for the services within the existing financial constraints.

VRT staff expects to build new ridership contracts and/or funding partnerships with the expanded service area. Staff also expects to see increased efficiencies and higher ridership revenue over the term of the on-demand pilot term. If this pilot is successful, it will become the model for on demand transit within other VRT service area.

VRT received nine proposals for the on-demand solution. The evaluation team carefully reviewed each proposal and vendor presentation. The evaluation team determined Via Mobility, LLC to be the most responsive, responsible, and advantageous proposer.

Service started October 5. As of November 20, statics are listed below.

- 3,878 completed trips
- 542 riders accounts created, up from 314
- 97% demand met, down from 99%
- Average wait time - 20 minutes, up from 19 minutes
- Average ride time - 18 minutes, up from 17 minutes
- Average ride distance - 6 miles, up from 5 miles
- Average ride rating - 4.5 stars, down from 4.7 stars
- Average walking distance to stop - 497 feet, down from 553 feet
- 63% of trips booked on app, 37% booked with customer service

There have been very minimal issues since the service started for contractor staff and system users. Users have experienced issues booking trips when buses are not in the area that they are requesting a trip from, if the wait time exceeds the threshold for waiting. Contractor staff has been able to send buses to the area of the requested trip to help and eliminate the problem. Another issue users have experienced was surrounding the set-up of user accounts. Traditionally, payment is made in the Via app, but VRT chose to not use this feature. The settings in the app were not clear on how a user should set up their account

initially, but the issue has been resolved. VRT staff is not able to see landmarks within the Via scheduling map, to assist in telling passengers exactly where to wait for a bus. Telling someone “the northwest corner”, is not helpful. Via is working with VRT for a solution. In the meantime, VRT staff is utilizing Google maps to assist with more detailed information.

Staff continues to work with local funding partners to educate the public on the new service. The City of Nampa Mayor and staff are planning to schedule a trip in December. Staff will continue to work on building new partnerships with the expanded service area.

Staff Recommendation/Request

This is an information item only.

Implication (policy and/or financial)

Although there is a demonstrated need for public transportation in Canyon County there is declining support for funding the current model of fixed-route transit for local service. The on-demand transit pilot will offer an innovative way to improve services within existing financial conditions. Doing nothing will continue the downward cycle of poor performance and lack of financial support, eliminating local fixed route service over time.

More Information

For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, lpedrosa@valleyregionaltransit.org



TOPIC	October 2020 Service Changes
DATE	November 23, 2020
STAFF MEMEBER	Leslie Pedrosa

Summary

When the COVID-19 pandemic hit the Treasure Valley in March, VRT staff made the decision to postpone the service changes planned for implementation on March 30. In moving forward from that time, VRT staff worked together to proactively make changes to respond to the pandemic. Suspending fares, temporarily reducing service, closing Main Street Station, requiring face coverings, cleaning and sanitizing buses throughout the day, installing driver guards in fixed-route buses and launching the Safe Travels Treasure Valley campaign were all ways VRT tried to help stop the spread of COVID-19.

Once VRT felt comfortable with the actions taken to help stop the spread of COVID-19, VRT staff resumed working with Ada and Canyon County contractors to prepare for the implementation of the service changes that were postponed. These changes are expected to enhance the experience of existing riders, as well as to provide services we have promised to our partners. While we don't expect to exceed ridership in the first month of changes, we do expect that over time, ridership will improve.

Service changes include:

- o Updated time-points to improve on-time performance
- o Updated paper schedules to make it easier for the public to understand how to use the service and where the service goes
- o Extended service to the City of Eagle
- o Revised routing to improve service and on-time performance
- o Extended span of service in the evening on weekdays and Saturday
- o Launch On-demand service in Canyon County

Highlights

VRT staff compared October 2019 to October 2020, to see if there is a change to the amount of people using the stops or the expanded service in Ada County. The Canyon County on-demand service change is provided in a separate memo.

- Route 2 moved service off of Idaho and onto Front to provide service to the Ada County Courthouse. The stops removed on Idaho provided service to 17 passengers in a month. The new stops on Front provided service to approximately 20 passengers in the first month. Route 2 also expanded service in the evening on weekdays. The last trip now leaves downtown at 9:15 pm. This expansion has provided service later in the evening to approximately 20 passengers.
- Route 4 moved service off of 13th Street and onto River Street. The new stops on River provided service to approximately 30 passengers in the first month, which is about 20% less than the stops previously served on Idaho.

- Routes 3 increased service to provide 30-minute service all day on Saturday, as well as extended evening service. The last trip now leaves downtown at 9:15 pm. The extended evening service provided service to approximately 70 additional passengers in the first month.
- Routes 7A, 7B and 9 extended service in the evening on Saturdays. The last trip now leaves downtown at 8:45 pm for routes 7A and 9. The last trip for route 7B now leave Towne Square Mall at 8:45 pm. This expansion has provided service later in the evening approximately 60 additional passengers.
- City of Eagle expansion has not yet performed in the manner expected. Part of that is due to the amount of employees still teleworking, as well as very little promotion has been done. VRT staff is working to promote the service in a better way, later this fiscal year.

Staff Recommendation/Request

This is an information item only.

Implication (policy and/or financial)

These service changes were designed to better serve the residents of the Treasure Valley and move Ada and Canyon County toward the vision in ValleyConnect 2.0.

Highlights

- January – February 2019, initial concepts developed
- February – April 2019, collected feedback on concepts and priorities and drafted budget implications
- May – June 2019, drafted service changes
- July – August 2019, final service changes proposed
- September 2019, service changes approved by VRT Board of Directors
- March 2020, service changes postponed due to COVID-19 pandemic
- October 2020, postponed service changes implemented

More Information

For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, lpedrosa@valleyregionaltransit.org



TOPIC	Amazon Service Update
DATE	November 24, 2020
STAFF MEMEBER	Stephen Hunt

Summary

When Amazon began planning for a fulfillment center in Nampa they reached out to VRT to understand what public transportation services were available in the area. We discussed the service on the routes 40 and 42 and worked with the City of Nampa on ensuring there was a place for the bus stop on Franklin to serve the facility. At that time, there were also discussions about expanding service to better meet the shift schedules of Amazon. Ultimately, Amazon did not agree to fund any additional service in the area.

As VRT planned the roll-out of On-Demand service in Canyon County, we were careful to include stops at the Amazon fulfillment facility and we shared service information with Amazon hiring staff so they could share information about on-demand services. Amazon has only just begun operations but we do have a few trips that appear to have been booked to and from the fulfillment center (see Figure 1).

We will continue our outreach and service promotion in Canyon County and expect demand to and from the fulfillment center to grow.

Figure 1: VRT On-Demand Requested Origins and Destinations since Inception

**Staff Recommendation/Request**

No action, this is an information item only.

More Information

For detailed information contact: Stephen Hunt, Development Director, 208-258-2701, shunt@valleyregionaltransit.org



TOPIC	Executive Director Report
DATE	November 23, 2020
STAFF MEMEBER	Kelli Badesheim

Fiscal Year Activities

Finance staff continues to prepare for the audit scheduled in December. They will be providing a pre-audit closing report for the board in January. The team is also preparing for the upcoming Triennial review. Jason Jedry and I met with the local governments on the cooperative agreements for FY2021. The invoices are getting out a little later this year than is typical. We thought it was important to go through the change to the agreements and how the CARES funding impacts how we are using local and federal funding in FY2021.

Staff is also preparing the FY2021 budget amendment for the board's consideration in January. The amendment will include the resiliency projects the VRT Board approved in October, other projects we have secured funding for since the budget was adopted, and the FY2020 carry forward projects.

COVID-19 and Next Phase Resiliency Activities

Jill Reyes and I are meeting with local governments providing funding for services to review the updated local cost methodology with CARES funding allocated to service operations and other resiliency projects. There is a more detailed memo in the packet. The goal is to have strategic direction approaches defined for the January 2021 board meeting. The more detailed projects will be defined through the FY2022 budget process. The primary assumption VRT staff is using is there is no one-size-fits-all approach when it comes to addressing the economic impacts of the pandemic. We are using the horizon of FY2023 as the target for achieving the strategic goals VRT is putting forward.

In addition to the outreach, Stephen Hunt will be leading the Executive Board through a workshop on regional service development in advance of FY2022 budget development. There are a few inter-jurisdictional issues needing to be addressed as we establish the service levels and budget for FY2022.

Reporting Work Plan

I will be leading an internal project to update VRT's reporting for all of our regulatory and funding partners. A more detailed memo and work plan can be found in the December Executive Board packet. The primary objectives include improving transparency and consistency in reporting data, as well as ensuring we can utilize existing systems and provide reports that will work for multiple partners.

Projects and Community Activities

- Leading a community project team to expand Rides 2 Wellness in Canyon County, we are pushing out the assumption testing phase into October. The service is tentatively scheduled to begin in Q2 2021.
- Facilitating Western Idaho Community Healthcare Collaborative (WHCHC) to establish strategic activities based on measures of social influencers of health.

- Facilitating a discussion on Statewide Technology needs for updating fixed-route and demand response scheduling systems. RFP was issued through CTAI in October. Proposals will be submitted in December. VRT will use a pre-qualified list of vendors to implement the fixed-route and demand response scheduling and dispatching project.
- Revised and reviewed an update to the State Street Corridor Memorandum of Understanding with the State Street Corridor Executive Team.
- Worked with a group of community leaders on the United Way Community Impact Leadership team to update their application process. Transportation has been documented as one of the major barriers for individuals with lower incomes to access education, jobs, training and housing.

More Information

For detailed information contact: Kelli Badesheim, Executive Director, 208.258.2712, kbadesheim@valleyregionaltransit.org.

TOPIC	Development Department Monthly Report
DATE	November 17, 2020
STAFF MEMEBER	Stephen Hunt

Summary

Update of Development Department activities for the month of October 2020.

VRT Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **ValleyConnect 2.0 (VC2.0)**
VRT Staff has continued working with stakeholders to align projects in the draft FY2021-25 Transit Development Plan (TDP) with local jurisdiction goals and ValleyConnect 2.0 goals. Future work in the TDP will guide additional performance based project development, programming, and monitoring.

Programming/Budget Development

- **Local and Federal Allocations** – VRT staff coordinated FY 2021 funding requests and will review the implications of COVID-19 and the CARES Act grant award with funding partners. Staff will begin integrating resiliency, direct response and strategic direction projects in the FY2021 budget amendment.

Goal 2 – Increase Ridership and Revenue

- **Meridian Service Expansion and FY 2021 Service Change** – Shelter locations and concrete pads have been constructed for Meridian stops.

Goal 3 - Build institutional and regional capacity

Regional Capital Enhancements

- **Boise Operations Facility**
 - **Electric Bus Infrastructure**
Construction on electric bus infrastructure at the Orchard Facility is well underway. Transformers, Switch Gears and Proterra chargers have all been delivered. Staff completed application for the Idaho Power incentive grant for electrification. The contractor is on schedule for VRT to begin operation of electric vehicles by spring of 2021.
 - **Fuel Island Work**
Based upon TAM scoring, staff is coordinating repairs to the CNG facility including: replacing parts of the gas dryer, electrical monitoring equipment, replacing the fluid dispensing building, and relocating the cooling system for the compressor building in 2020. STV Consulting is assisting with design and consultant management. ECI engineers is assessing the electrical monitoring equipment and the compressor cooling systems. AECOM is reviewing the replacement of the fluid storage building
 - **Orchard Facility Master Plan**

The lowest ranking TAM item after the fuel island is the existing pavement at the site. A Facility Master Plan is being prepared to coordinate pavement repairs/replacement and incorporate the CNG projects as well as the E-Bus infrastructure into the Orchard Facility. Staff is negotiating a contract with the successful proposer on the Orchard Facility Master Plan, Jacobs Engineering. The facilities master plan will be prepared and civil engineering will lead to construction in summer of 2020. Deficiencies include parking lot capacity and circulation, inadequate drainage, outside storage, and incorporation of electric bus infrastructure. VRT received competitive funding from the 5339 bus and bus facility grant for expansion of the Orchard Facility to make room for fleet expansion and electrification. Construction at the Orchard Facility will start in 2020 and will continue for up to three years.

- **Happy Day Transit Center Upgrades**

Staff is reviewing and updating planned repairs and upgrades. VRT is developing a final funding plan to begin the construction side of this effort. Construction includes replacing broken doors and repair/replacement of the maintenance facility roof. Upgrades to the roof drainage and front façade will occur with the repair/replacement of the facility roof to extend the useful life of the building.

- **Main Street Station**

Staff prepared Main Street Station to open again to the public after submitting an operations plan to Central District Health. ITD conducted a bridge inspection. Repairs and ongoing maintenance include work to security doors and gates.

- **Bus Stops**

The 2020 bus stop improvements project will complete by November 20th.

- **State Street Corridor Projects**

The State Street Alternative Analysis has begun public outreach on the three different alignments between State Street and Whitewater and downtown Boise.

State Street Executive and Technical Teams have been working together to identify actions that would help member agencies continue making progress on the Transit and Traffic Operations Plan (TTOP). Staff released the State Street Transit Operational Analysis project in November 2020 and expects to bring a proposal to the Full Board in January.

Other Development Activities

- **Title VI** – Draft report was refined for presentation to Executive Board.
- **Grant Opportunities** – VRT continues to look for federal grant opportunities including competitive grants focused on innovative service delivery and electrification of our fleet.

More Information:

Stephen Hunt, Sr. Principal Planner, 208.258.2701, shunt@valleyregionaltransit.org
 Joe Guenther, Capital Projects Manager, 208.258.2705, jguenther@valleyregionaltransit.org
 Alissa Taysom, Associate Planner, 208.258.2717, ataysom@valleyregionaltransit.org

Jill Reyes, Planning Programmer, 208.258.270, jreyes@valleyregionaltransit.org
Derrick Personette, Facility Master Technician, dpersonette@valleyregionaltransit.org

TOPIC	Operations Department Staff Report
DATE	November 23, 2020
STAFF MEMEBER	Leslie Pedrosa

Summary

Status update of activities related to contracted transportation services, Specialized Transportation services, information technology and intelligent transportation systems, compliance, customer service support and regional operations for the months of July and August

Regional Operations

VRT staff continues to work with the Canyon County contractor following the launch of the on-demand service that replaced the local fixed-route bus service. This new service was needed to end the continued cycle of poor performance of the local fixed-route service. As the service continues to grow, VRT will continue to get reports that are more useful for planning and more detailed for performance reporting. This new service provides more direct service between Nampa and Caldwell in a shorter amount of time, with an increased service area. With the new and innovative service structure, we continue to get positive feedback from funding partners. VRT hopes this new service model can be used throughout the Treasure Valley for other areas where we provide service.

VRT reopened Main Street Station on November 9, with approval of the business plan by Central District Health. At the time of this report, the state of Idaho has been moved back to Stage 2 of the Idaho Rebounds Plan. VRT staff has kept in contract with Central District Health to ensure Main Street Station can remain open, with our approved business plan. With the opening of Main Street Station, VRT resumed fare collection on all services as well.

Staff continued work with CTAI to release an RFP for a fixed-route and demand response scheduling software solution.

Staff is working with the Public Transportation Provider Group to update the Transit Asset Management Plan in fiscal year 2021. The group found items that need to be amended, added or revised to reflect what is actually being done.

Site construction for electric bus charging infrastructure began at the Orchard facility in Boise. The first four 40' buses are scheduled to start production with Proterra in December, with an expected delivery date of March 2021.

Highlights:

Contracted Transportation

Canyon County had no preventable accidents in October

- Intercounty on-time performance 88%

- ACCESS on-time performance 86%
- Testing station has been installed for drivers ensure proper mirror placement before leaving on route
- Celebrated 90 days accident free with a catered lunch

Ada County had one preventable accident in October

- Fixed-route on-time performance 88.2%
- ACCESS on-time performance 97.5%
- Looking at a better, long-term replacement for driver barriers on the transit buses for fixed-route

Specialized Transportation

There are no changes to any services or COVID-19 cleaning protocols for the following services:

- Village Van
- Kuna Senior Center
- Star Senior Center
- Meridian Senior Center
- Parma Senior Center
- Supportive Housing and Innovative Partnerships
- Rides to Wellness
- Volunteer Driver
- Interfaith Sanctuary
- Lyft Transit Connections
- VRT Late Night

Eagle Senior Center is closed

- Opening delayed, no new date set
- Continuing curbside Meals on Wheels Monday through Friday
- Scheduling trips for essentials services only
- Scheduling trips for dinner on Monday and Wednesday
- Passenger requirements:
 - Temperature taken before boarding
 - Masks are required
 - Limited to six passengers on bus at any given time
- Buses are sanitized several times during the day
- Ridership slowly increasing

Harvest Transit

- New passengers starting service to get transportation for voting

Metro Community Transportation

- Received a generous donation from Together Treasure Valley for the purchase of a new vehicle, due to arrive in November

Calvary Church has not resumed services

Information Technology and Intelligent Transportation Systems

- Staff resolved 116 support requests from 126 submitted
- Completed on-boarding of Safe Routes to School employees
- Continued to report ridership to track trends following COVID-19 pandemic

- Staff assisted with translating the on-demand transit brochure to Spanish

Compliance

Continued to work on the COVID crises, communicating key points to VRT executive staff:

- Weekly meetings with Central District Health and the joint Ada and Canyon County Emergency Operations Center
- Biweekly meetings with Southwest District Health on the Joint Information System taskforce
- Continued to monitor the CDC website daily
- Tracking and listening to the Governors press conferences
- Monitored the cleaning and sanitizing of equipment
- Distributed face coverings to allow VRT to require face coverings for passengers

Other

- Will be updating all National Transit Database monthly reporting requirements to data from the automatic passenger counting system, following Board approval in November
- Completed TAM inspection scoring for FY20 for VRT and ACHD Commuteride; will be working with Public Transportation Provider Group to update plan with board approval
- Will begin implementing the Public Transportation Agency Safety Plan (PTASP) with all VRT staff and contractors following Board approval in November. The PTASP will be in place by December 20, 2020
- Still working on finalizing work in fixed-route scheduling software following the October service change
- Transferred Kelly Frazier from Boise Green Bike to a customer service agent, once the bike system was shut down.

Customer Service Support

- Customer service handled 3,253 of 3,428 phone calls for information, with 173 calls abandoned. The average call time was 2 minute, 25 seconds and the average hold time was 17 seconds
- Reservationist handled 955 of 1,000 phone calls to change or schedule a ride, with 38 calls abandoned. The average call time was 3 minutes, 27 seconds and the average hold time was 11 seconds
- On-demand handled 575 of 627 phone calls to change or schedule a ride, with 50 calls abandoned. The average call time was 2 minutes, 52 seconds and the average hold time was 24 seconds

October mobile ticket sales totaled \$209.75

- Fare collection resumed November 9

More Information

For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, lpedrosa@valleyregionaltransit.org

TOPIC	Finance and Administration Activity Report
DATE	December 7, 2020
STAFF MEMEBER	Jason Jedry, Finance Controller

Summary

This memo provides an update on the accomplishments of the Finance Department.

Highlights

Budget/Finance

- Finance staff are finalizing the soft close of the 4th quarter of FY2020
- Finance staff are actively preparing for the FY2020 independent annual audit
- Finance staff are preparing for the FTA triennial review/audit
- Finance staff is preparing to submit the Authorities FY2020 National Transit Database information to the FTA
- The finance department is currently training a new Grants and Compliance Administrator and a Procurement and Contracts Specialist
- Finance staff are working on FY2021 project funding and tracking documentation

Grant Management

- Grants and Compliance Administrator is working on the following:
 - COMPASS grant applications
 - FTA grant applications
 - Triennial review documents
 - Grant balancing to projects
 - Subrecipient reviews
 - Subrecipient agreements for FY21
 - Annual external audit assistance

Procurement

- Procurement and Contracts Specialist is working on:
 - Integrated Fare Payment System
 - Support Vehicles
 - State Street Corridor Transit Operational Analysis
 - Auditing procurement files
 - Triennial Review documents

For detailed information contact: Jason Jedry, Finance Controller, 208-258-2709, jjedry@valleyregionaltransit.org

TOPIC	Community Projects/Outreach Efforts Update
DATE	November 18, 2020
STAFF MEMEBER	Mark Carnopis

Summary

This memo provides updates on current and future community outreach efforts, including those related to VRT Strategic Plan goals.

Staff Recommendation/Request

No action requested. This is an update on activities by the Community Relations Manager

Implication (policy and/or financial)

N/A.

Highlights

- The date of the 22nd annual Stuff the Bus is December 12. We park our buses outside the seven Fred Meyer stores in the Treasure Valley and volunteers from the Salvation Army collect toys for families in need. We collected more than 11,000 toys at last year's event. I am working with the Salvation Army to ensure that there is a safety (COVID-19) plan in place to ensure volunteer safety.
- Our Riders First internal campaign has started. One goal of the campaign is consistency in the outward facing printed materials that we distribute. Stoltz Marketing has developed a series of templates for such documents as bus posters, brochures, PowerPoints, etc. I have developed a plan for converting existing documents using the new, consistent-looking templates.
- Work continues on developing outreach resources for the planned expansion of Rides 2 Wellness into Canyon County. We are working with health service providers to assist in gathering input to proposed operational models for the transportation service. Implementation of this service is expected in early 2021.
- The redesign and launch of our valleyregionaltransit.org website is expected to occur soon. I will continue to serve as content editor for the website.
- The FTA triennial review of VRT is scheduled to occur next year. All staff, including myself, is responsible for updating and producing materials that will be part of the audit.
- I have developed a calendar/plan for additional outreach to promote the new on-demand bus service in Nampa/Caldwell. This includes working with the communications staff persons for both cities, the Chambers of Commerce, and other officials (e.g. key staff at CWI, NNU and College of Idaho).

More Information

Attachments: None

For detailed information contact: Mark Carnopis, Community Relations Manager, 208-258-2702, mcarnopis@valleyregionaltransit.org

TOPIC	Programs and Marketing Update
DATE	November 16, 2020
STAFF MEMBER	Dave Fotsch

Summary

The Programs area cover Navigation, Safe Routes to School and Marketing. The following is an update on all Programs.

Highlights

Safe Routes to School

The Safe Routes to School (SR2S) program officially became a service of Valley Regional Transit with the start of Fiscal Year 2021, October 1. SR2S had been housed under the YMCA, even though the funding passed through VRT. The program adds four new employees to the roster at Valley Regional Transit.

Marketing

Valley Regional Transit hired Stoltz Marketing Group in late 2018 to provide professional support to update and design a marketing foundation for VRT to build on for years to come. The first couple of task orders included building a brand handbook for VRT and developing a campaign called Riders Education. The Riders Education campaign launched with the January 2019 service changes.

In the Fiscal Year 2020 our marketing efforts have focused on internal and external initiatives:

- Website redesign
- Customer Service Tools
- COVID Response
- Safe Travels, Treasure Valley
- On-Demand Service
- Rider's First Initiative

New website

- The new website will make it easier for customers to use. Its design is "mobile-first," meaning we assume most users will be trying to access information about transit while standing on the street corner. With this design focus in mind, there will be information about schedules, fares, and bus locations. Bringing active and dynamic content to the website is a complex programming challenge, which is where we are in the development of the site right now.
- Stoltz continues to add content and is working on programming. There have been challenges with the real-time bus tracking tool. Another unanticipated wrinkle is the changes to service in Canyon County, where fixed-line service has been replaced by on-demand service. Stoltz is now updating multiple pages of the website.
- Assuming there aren't any other significant programming challenges, the website will launch in November.

Customer Service Updates

The concept behind the customer service updates is to provide a consistent look and feel to all of the public-facing materials. There are five main aspects to this initiative:

- Fare Posters – These large-scale displays will be installed at each of the facilities where there is a customer service window, Main Street Station, the administrative office, and Happy Day Transit Center. The posters will display current fare pricing clearly and consistently. There have been delays in finding a vendor capable of producing the posters at a reasonable price.
- ValleyConnect App Flyers – Stoltz redesigned the flyers promoting the mobile ticketing app to better fit with the overall Valley Regional Transit brand.
- Interior Bus Poster Templates – There is certain required information inside the buses. These templates add consistency to the look and feel of these posters.
- Brochure Templates – Valley Regional Transit has a variety of brochures explaining various aspects of our services. Many were designed years ago with inconsistent branding. This project addresses this with brand-specific templates in a program multiple people within the organization can use.
- Navigator Handbook – Navigators do a lot of things to provide the public with information about VRT services. The handbook attempts to codify the role of a navigator, so Customer Service can explain and connect customers to our services.

COVID-19 Response

Much of our response to the COVID-19 pandemic has been focused on sharing information with the public about our efforts to keep riders safe, and the things riders can do to keep themselves and others safe. The biggest push has been through social media messages reinforcing the basics of wearing a mask, washing hands frequently, social distancing, and not riding buses when sick. These same messages are backed up with content on our website, posters on our vehicles and decals in our public spaces.

Safe Travels, Treasure Valley

Ridership continues to be well below normal levels before the COVID-19 pandemic. Part of the reason for the decline is that many downtown offices are still not back to full capacity. Bars and restaurants are operating at lower capacities. There aren't as many people that need to get from one place to another. But many folks still don't feel safe sharing a ride with a lot of other people.

The concept behind this public-facing campaign is to retain current riders, reach out to those who used to ride transit, and message employers, assuring everyone that riding public transportation is safe, clean, and affordable.

Key aspects of the campaign include:

- A weekly newsletter updates subscribers on the efforts each form of public transportation is taking to protect the public using their services. We have chosen to continue the newsletter through the end of FY 2021, but shift to an every other week schedule.
- A social media campaign focused on reassuring messages about the safety of public transportation. This part of the campaign will run through November. We may extend this campaign as well.

- Influencer engagement – tapping into influential people, politicians, bloggers, etc., who might share their good experiences using public transportation.

Canyon County On-Demand Service

On October 5, 2020, traditional fixed-route service in Canyon County was replaced by a new concept in public transportation – On-Demand service. Riders use an app to request a ride, plugging in the start and finish points.

Stoltz completed the following items for the rollout campaign.

- Designed and implemented a new name and logo for “VRT OnDemand.”
- Designed new signs for existing bus stops
- Bus advertising panels
- Messaging for education and promotion of the new service

Riders First

Riders First is an internal marketing campaign designed to help all VRT staff ‘live the brand.’ The goal is to inspire employees to go the extra mile to ensure every customer has the best possible experience when working with the region’s premier public transportation authority. The campaign was rolled out in small groups starting on October 28, 2020.

The key aspects of the campaign include:

- A video produced by Stoltz to remind and inspire staff that everything they do is about helping people get from where they are to where they need to be
- An employee and partner survey that attempts to gather the attitudes of those working for VRT
- Internal posters and screensavers that inspire employees to strive for the best possible customer experience
- Collateral templates – memos, PowerPoint templates, letterhead, etc.

Marketing in FY 2021

October 21, the VRT Marketing Committee met with representatives of Stoltz Marketing to go over upcoming events and overall strategy for marketing the agency and its services in the new fiscal year. Final details are still being worked out, but key among the initiatives will be the following projects:

- Electric bus launch, branding and promotion
- Overall branding refresh for all buses
- Integrated fare app branding and promotion
- Bus stop redesign and branding
- Radio and traffic report sponsorships
- High School outreach and promotion
- Special events, like Treefort Music Fest

Staff Recommendation/Request

None, information only.

Implication (policy and/or financial)

None.

More Information

For detailed information contact: Dave Fotsch, Programs Director, 208.331.9266,
dfotsch@valleyregionaltransit.org

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TOPIC	City Go Department Report
DATE	December 7, 2020
STAFF MEMEBER	Kaite Justice

Summary

Status update of activities related to the downtown mobility collaborative, City Go.

Highlights

- City Go hired a new Communication Specialist that will be working on social media, newsletter, blogs, marketing, and events for City Go.
- City Go staff has completed the Integrated Fare Payment Application procurement. The procurement was approved by the VRT Board of Directors on October 5, 2020. Staff is currently working through contract negotiations with Cubic Transportation Systems and will continue to work towards the implementation and launch of the new payment application. The estimated launch for the first phase of the system is June 2021.
- City Go continues to compile and distribute real-time information on all protocols, changes and closures to all public transportation modes due to COVID-19 and find innovative ways to conduct community outreach.
- City Go staff met with 10 new businesses in the last month about transportation benefits and City Go membership.
- City Go staff has completed the VRT Regional Pass Program redesign from residential, employer, and human service agencies. The redesign shifted the program from a ridership-based contract to a person-based contract. City Go staff is working on accommodations for current pass program holders because of COVID-19, shifting current customers to the new system, and working to gain new contracts and grow the program. City Go is currently working on contract renewals with six businesses.
- City Go staff is working on a new marketing campaign focused on downtown Boise that will launch mid-November and run through December. The campaign with focus on parking once and walking/biking/scooting around downtown. City Go will be putting out a series of walking guides for holiday shopping and activities to do downtown. The campaign launched Thanksgiving weekend.
- City Go staff is working on several of the TDP resiliency projects that will move forward over the next couple months including the Integrated Mobility Plan and the COVID-19 Mode Choice Research. The statement of objectives will go out for quotes from contractors in December.

More Information

For detailed information contact: Kaite Justice, City Go Director, 208-258-2750, kjustice@valleyregionaltransit.org

TOPIC	Fleet Underwriting Division
DATE	November 18, 2020
STAFF MEMEBER	Jason Russell

Summary

<i>Valley Regional Transit - Underwriting Division</i>			
Fiscal Year	FY 20	FY 21	FY 22
Target Revenue:	\$435,835.00	\$528,246.00	\$600,000.00
Actual Contracted Revenue:	\$461,133.00	\$208,910.00	\$0.00
% of Target Revenue:	105.8%	39.5%	0

- Participating in content and message committee for Idaho Department of Health and Welfare, Division of Public Health to generate consistent messaging and graphics package to use throughout the fleet. This will require bi-weekly meetings for the next 3 months or so.
- Currently working on strategic list of advertising that would be a good “Fit” for our system.
- Finalized onboarding of Medical Marketing Northwest, as third party sales and sponsorship agents. Effective 11/23 Medical Marketing Northwest will be seeking new advertisers on our behalf.
- Have secured first sponsors for the Public Art Programs sponsored by City of Boise Department of Arts and History. Still pending draft of Memo of Understanding between City of Boise and Valley Regional Transit in order to utilize transit shelters.
- Working with bus bench vendor Creative Outdoor Advertising to finalize all contracted bus bench installation by end of the year. Navigating freight issues and securing local contract labor.
- In process of working with Calyx Weaver, VRT’s Human Resource contactor, to recruit and hire administrative support for the underwriting department. Anticipate hiring by the end of the year.
- Aggressively following up with all potential Bike Share underwriters. Continuing discussion with Blue Cross of Idaho Foundation for Health, Salter Medical and several others in preparation for the December deadline.
- Developing marketing and outreach plan targeted toward local advertising agencies and key opinion leaders to get hardcopies of the Valley Regional Transit media kit in the right hands.
- Working with wrap and panel vendor to get both Ada and Canyon County rolling stock prepped and ready to carry all types of signage.

For detailed information contact: Jason Russell, Underwriting Manager, 208-440-2515, jrussell@valleyregionaltransit.com